

Last Received: 10/18/2012 2:06 PM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency () MENTZER MEDIA	Rep Firm
Advertiser () VETS 4 STRONG AMER.	600 FAIRMONT AVE, S#306	Sales Office () PHILADELPHIA
Product VETS 4 STRONG AMER.	TOWSON, MD 21286	Salesperson () ANJIE BRADY
Estimate# 574	Agency C/P1/P2/E //574	
Buyer STEPHANIE KOHLBAUER	Flight Dates 10/17/2012 - 10/23/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

CLIENT: VETS FOR STRONG AMERICA SC=*

--- REMARKS ---

VER 3 ISSUE REVISE RATES IN LNS 6 AND 24
CXL 1X IN LN 6
CXL LN 14
TOTAL REMAINS 58,600
PLS CONFIRM ASAP
THANKS,ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*6	W-TH	630P-7P	NBC NIGHTLY NEWS	:30	\$3,000.00	10/17-10/18	1	1	1	\$3,000.00	
				REVISE RATE TO CLEAR;CXL 1X DUE NA								
				Sales Remark: V3 REVISE RATE TO CLEAR;CXL 1X DUE NA								
				V3 More than 2 codes changed								
	*14	SA	6P-630P	WAVY NEWS/NBC NEWS	:30	\$500.00	10/20-10/20	0	0	0	\$0.00	
				CXL DUE NA DUE NOTRE DAME								
				Sales Remark: V3 CXL DUE NA DUE NOTRE DAME								
				V3 More than 2 codes changed								
	*24	M-TU	630P-7P	NBC NIGHTLY NEWS	:30	\$2,900.00	10/22-10/23	1	1	1	\$2,900.00	
				REVISE RATE TO CLEAR								
				Sales Remark: V3 REVISE RATE TO CLEAR								
				V3 More than 2 codes changed								

---REPORT TOTALS---

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Report Totals: 2 / \$5,900.00

---SALES MONTHLY TOTALS---

Oct 12: 37 / \$58,600.00
Sales Totals: 37 / \$58,600.00
Station Totals: 37 / \$58,600.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$127,391	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 0%	WVBT 6%	WVEC 22%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE